Registrations total 690,025

July car market lowest for that month since '62

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. in July were the lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in July totaled 690,025, down 3.65 percent from 716,145 a year earlier. It was the lowest July total since 613,599 were registered in 1962.

July registrations were off 7.66 percent from June, when 747,305 new cars were registered.

The July figures reversed a trend in that imports were down more from the preceding year

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than domestic lines. The import total of 206,653 was down 4.18 percent from 215,677 in July a year earlier, while domestic registrations of 483,372 were off 3.42 percent from 500,468.

For the first seven months of 1981, new-car registrations totaled 5,080,733, down 1.67 percent from 5,167,283 last year.

Domestic registrations in the first seven months totaled 3,599,909, down 2.60 percent from 3,695,995 last year, while import registrations for the same period totaled 1,480,824, up 0.65 percent from 1,471,288.

Only Chrysler Corp. managed to increase its share of the market in July compared with a year ago, accounting for 8.20 percent of registrations, up 1.76 percentage points.

Biggest loser was General Motors, which saw its share slip 1.02 points to 44.64 percent. Ford Motor Co.'s share dipped 0.37 of a point to 15.91 percent, while American Motors took 1.26 percent, off 0.22 of a point.

Imports accounted for 29.95 percent of the July registrations, down 0.17 of a point. Miscellaneous domestic lines accounted for 0.04 percent of the total, up 0.02 of a point.

Excluding imports, July domestic registrations were divided as follows: GM, 63.72 percent, down 1.62 percentage points; Ford Motor Co., 22.72 percent, off 0.58 of a point; Chrysler Corp., 11.71 percent, up 2.50 points; AMC, 1.79 percent, off 0.33 of a point, and miscellaneous, 0.06 percent, up 0.03 of a point.

• By size segments, subcompacts and luxury units increased their shares in July compared with a year earlier. Most of the market shift went to the subcompact segment, which accounted for 15.72 percent of July registrations, up 3.25 percentage points. Luxury cars accounted for 4.39 percent, up 0.15 of a point.

Biggest loss was that of the compact segment, which took 19.54 percent, off 1.64 points. Intermediates were down 1.32 points to 19.64 percent, while standards dipped 0.27 of a point to 10.76 percent and imports were off 0.17 of a point to 29.95 percent.

Registrations by market class in July were: Subcompact, 108,481; Compact, 134,828; intermediate, 135,551; standard, 74,249; luxury, 30,263, and import, 206,653.

Chevrolet Citation moved into the top spot among nameplates in July, a position it has been rotating with Chevette and Ford Escort. Escort, which held the No. 1 position in June, dropped into third place, which is where Citation had been, while Chevette held steady in second.

Standard Ford fell out of the top 20 nameplates in July, replaced by Pontiac Grand Prix.

The top 20 domestic nameplates in July registrations were:

1—Chevrolet Citation	25,553
2—Chevrolet Chevette	24,626
3—Ford Escort	24,130
4—Olds Cutlass Supreme	21,350
5—Standard Oldsmobile	20,372
6—Standard Chevrolet	18,400
7—Chevrolet Malibu	18,329
8—Buick Regal	15,997
9—Plymouth Reliant	15,953
10—Olds Cutlass	15,244
11—Buick Skylark	14,671
12—Ford Fairmont	13,232
13—Chevrolet Monte Carlo	12,059
14—Dodge Aries	11,011
15—Standard Buick	10,855
16—Ford Mustang	10,607
17—Pontiac Grand Prix	10,338
18—Buick Century	10,270
19—Plymouth Horizon	9,988
20—Cadillac	9,940

TOP CARS

U. S. registrations for the first seven months of 1981. Registrations not available for Oklahoma.

1981 Pos.	Make	1980 Pos.
1—866,686	Chevrolet	1,030,575— 1
2—607,492	Ford	649,387— 2
3—493,917	Oldsmobile	461,161— 3
4—419,805	Buick	393,412— 4
5—359,582	Toyota	344,707— 6
6—318,721	Pontiac	354,426— 5
7—269,392	Datsun	311,240— 7
8—226,062	Honda	203,741— 8
9—207,655	Mercury	194,714— 9
10—204,095	Plymouth	131,088—12
11—184,783	Dodge	140,736—11
12—137,316	Volkswagen	148,752—10
13—119,975	Cadillac	123,878—13
14— 107,961	Mazda	88,728—15
15— 81,205	Subaru	69,812—17
16— 81,127	AMC	90,336—14
17— 58,188	Chrysler	79,679—16
18— 38,113	Volvo	.....
19— 35,817	Lincoln	44,592—18
20— 35,117	Mercedes	29,178—22
21— 30,047	Fiesta	41,155—19
22— 27,043	Audi	.....
.....	Arrow	37,344—20
.....	Colt	34,378—21
168,986	Other Imports	 162,253
1,648	Misc. Dom.	2,011
5,080,733	Total All Cars	5,167,283

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Copyright, 1981, Automotive News

Renault official joining AMC as executive VP

SOUTHFIELD, Mich.—Jose J. Dedeurwaerder, a former Renault official, has been named to the newly created post of executive vice president of American Motors and has been elected to the AMC board of directors.

Jose J. Dedeurwaerder

He is the second former Renault executive named to a high post at AMC. The other is Jean-Marc Lepeu, who became financial affairs vice president last year.

Dedeurwaerder is also the sixth member of the AMC board with present or former ties to Renault. The French firm owns 46.4 percent of AMC.

In his new post, Dedeurwaerder will have overall responsibility for three of AMC's major operations — Manufacturing Operations, Product Operations and Diversified Operations and Supply Group. He will report to AMC President W. Paul Tippett Jr.

Dedeurwaerder has been director of Renault's auto plant at Douai, France, since 1976. He has also served as chief executive of Renault Mexico, industrial director of Renault Argentina and manufacturing director of Renault Belgium.

Teamsters eye early bargaining on labor pact

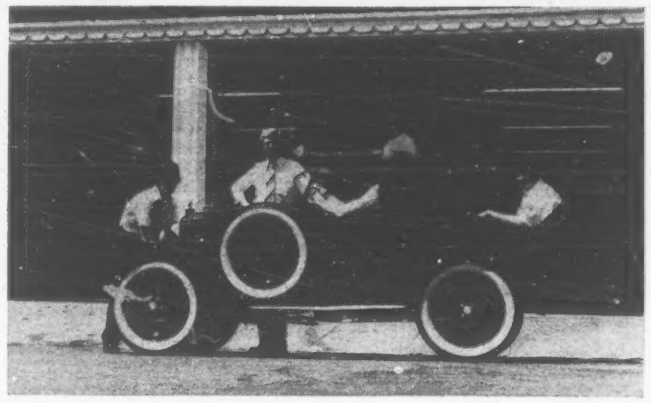
CHICAGO. — The Teamsters may begin early-bird bargaining with the trucking industry to grant some type of relief from the current contract.

At a meeting of the executive board and bargaining committee here earlier this month, local union leaders were instructed to get the views of the rank and file on possibly early negotiations and concessions and were told to formulate their contract demands by Oct. 5.

The trucking industry has asked for wage and work-rule concessions from the current contract because of a slump in the industry. Deregulating that industry on July 1, 1981, made it more competitive than it has been since 1935.

Now smaller, non-union companies and independent operators are able to charge lower rates and are not controlled by contractual work rules.

The current agreement expires March 31, 1982, and covers 260,000 truck drivers and warehousemen.



Ready for road and raffle

This 1928 Peugeot sports coupe recently visited Peugeot dealer Division Imports, Glendale, Calif., for a few adjustments. Using off-the-shelf parts, service manager Dennis Widbrew, left, and sales manager Chuck Allred, left center, had the vintage one-door Peugeot Type 172 RE running smoothly for dealership owner Ken Martin and his son, Mike. The coupe is owned by the Braille Institute and is to be raffled at its Golf Classic at Mission Hills Country Club, Palm Springs, in December.

Nissan to invest $20 million to produce VWs in Japan

By John Hartley
Staff Correspondent

TOKYO. — Following Volkswagen's announcement in Frankfurt that Nissan would build the Santana version of the new Dasher in Japan, Takashi Ishihara, Nissan president, also made a statement in Tokyo.

He confirmed the basic plan, and said that Nissan would invest some $20 million in new equipment to modify its Zama factory to produce the car.

He also expects Nissan's suppliers — especially those making instruments, lamps and small components — to invest some $6 million in equipment for the new car. Although that is peanuts to Nissan, it is still quite a substantial sum for such low volume — 50,000 to 60,000 units a year.

Ishihara admitted that the main difficulty in the negotiations had been the job of convincing VW that its idea of selling 120,000 Santanas a year in Asia was unrealistic. Most Japanese cars in this class sell in lower volume than that, the exception being the Datsun 810, which sells at around 180,000 units a year.

Ishihara said that the Santanas built in Japan would be less expensive than those imported, but not significantly so.

In other words, he sees no likelihood of the Santana competing on cost with any Japanese cars of similar size. This is another reason why Nissan insists that it can sell only about 50,000 units in Japan. VW is to buy another 12,000 or so a year for sale in Southeast Asia.

However, Ishihara did confirm that the Santana would be sold as a VW, with engines, transmissions and suspension parts all coming from Germany.

Significantly, he said: "We would not have signed the deal unless we thought we could make profits from the car."

Whether VW will make any profits from the car is another matter, though.

Ishihara was cautious about any future cooperation with VW, although he confirmed that this would be discussed later.

Expanding a theme he has developed recently, Ishihara said, "We cannot continue to export full built-up cars that are not welcome. So we decided to give foreign auto companies a helping hand to sell in Japan.

"It is not only good for Nissan, it is also good for the Japanese auto industry."

These remarks clearly intended for the ears of Toyota management as much as for anyone else.

New firm to sell Fords in Japan, Tokyo press says

According to reports published in Tokyo, a new company is to be formed by Toyo Kogyo: a trading firm, Sumitomo Corp., and several smaller Japanese firms to handle Japanese sales of Ford cars and Ford-brand cars built by TK.

In Dearborn, a Ford Motor Co. spokesman said, "We are involved in all sorts of discussions with Toyo Kogyo, including a possible distribution arrangement in Japan. However, we have no agreement to announce at this time."

The Tokyo report said Ford will not invest in the new company because of political considerations.

It said the new company will sell the TK-built Ford Laser, Escort, Mustang and TK's upcoming new Capella under the Ford brand.

NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1981	Percent Share of Market	Regis., July, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 7 mos., 1981	Percent Share of Market	Regis., 7 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	117,148	16.98	138,316	19.31	— 2.33	866,686	17.06	1,030,575	19.94	— 2.88
Ford	76,761	11.12	87,826	12.26	— 1.14	607,492	11.96	649,387	12.57	— 0.61
Oldsmobile	68,498	9.93	66,635	9.30	+ 0.63	493,917	9.72	461,161	8.93	+ 0.79
Buick	55,788	8.09	57,221	7.99	+ 0.10	419,805	8.26	393,412	7.61	+ 0.65
Pontiac	49,777	7.21	49,323	6.89	+ 0.32	318,721	6.27	354,426	6.86	— 0.59
Mercury	29,173	4.23	23,249	3.25	+ 0.98	207,655	4.09	194,714	3.77	+ 0.32
Plymouth	26,640	3.86	17,713	2.47	+ 0.99	204,095	4.02	131,088	2.54	+ 1.48
Dodge	23,795	3.45	19,188	2.68	+ 0.77	184,733	3.64	140,736	2.72	+ 0.92
Cadillac	16,790	2.43	15,520	2.17	+ 0.26	119,975	2.36	123,878	2.40	— 0.04
AMC	8,664	1.26	10,598	1.48	— 0.22	81,127	1.60	90,336	1.75	— 0.15
Chrysler	6,162	0.89	9,192	1.29	— 0.40	58,188	1.14	79,679	1.54	— 0.40
Lincoln	3,866	0.56	5,523	0.77	— 0.21	35,817	0.70	44,592	0.86	— 0.16
GENERAL MOTORS	308,001	44.64	327,015	45.66	— 1.02	2,219,104	43.67	2,363,452	45.74	— 2.07
FORD MOTOR CO.	109,800	15.91	116,598	16.28	— 0.37	850,964	16.75	888,693	17.20	— 0.45
CHRYSLER CORP.	56,597	8.20	46,093	6.44	+ 1.76	447,066	8.80	351,503	6.80	+ 2.00
AMERICAN MOTORS	8,664	1.26	10,598	1.48	— 0.22	81,127	1.60	90,336	1.75	— 0.15
IMPORTS	206,653	29.95	215,677	30.12	— 0.17	1,480,824	29.15	1,471,288	28.47	+ 0.68
MISCELLANEOUS	310	0.04	164	0.02	+ 0.02	1,648	0.03	2,011	0.04	— 0.01
TOTAL	690,025		716,145			5,080,722		5,167,283		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Doubles capacity of classes for dealer technicians

GM zeroes in on service training

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lected courses in college locations, based on local needs, Grosse said.

As a further convenience to dealers and their personnel, and when the need exists, some colleges will have the potential of offering evening and Saturday classes, Grosse said.

The expanded technical program, according to Vorhes, will include the following:

1. Expanded service training capacity to provide more training for large numbers of service technicians on new products.

2. Service training at more locations to reduce travel time, resulting expense, and time away from dealership to minimize loss of technician productivity.

3. Expanded and improved job entry for new service technicians at dealerships.

4. An analysis of technician skills for each dealership to help do a more efficient job of determining training needs.

5. Testing of technicians during training courses to be sure the right people were sent and that they learned.

6. Increased technician recognition through certificates and wallet cards.

Under the new training program, GM will provide all its dealers with a computer printout that includes an inventory of the technical skill of each technician in their service operations.

The Dealer Skills Inventory lists all training center courses completed by each technician during the past three years. Also listed is each technician's job specialty or specialties, and each technician's National Institute of Automotive Service Excellence certification by component category.

Another "piloted" program offered to dealers is pre- and post-training tests for training center students.

Pre-training tests determine how well qualified, by previous training and/or experience, the student is to benefit from the course he is about to take.

It also allows the instructor to tailor the course more precisely to the student's needs, and provides a "benchmark" from which his post-training test score will reveal how much and how well he learned.

Testing also will emphasize the need to select the right personnel for training on a particular course.

"We will turn away some students if we find they come from the wash racks and don't know much about mechanics," Vorhes said. "We will turn them away to protect the integrity of the program."

• Vorhes said GM's new products and technology are creating an unprecedented need for a higher skill level of dealership technicians. "If GM froze its product program and didn't develop new technology for years, we still would have a long way to go to raise the average level of technical competence in shops," Vorhes said.

"We have to look past the eager technician who does it on his own to other technicians and satisfy their appetites for knowledge," he added.

Vorhes said that if GM continued in the traditional way, it would have to double the number of its training centers from 31 to 62.

In the past year, GM dealer technician training consisted of 1,000,000 manhours of instruction and 150,000 class days. With class sizes numbering eight to 10, GM trained 90,000 technicians.

With the class size remaining the same, GM projects dealer technician training needs at 2,000,000 manhours, 300,000 class days and 180,000 students.

• Because it had a growing awareness of the importance of community colleges, Vorhes said GM initiated a co-op service training program two years ago at Delta College, University City, Mich.

Sponsored by GM dealers, 12 students, the first graduates in GM's new Automotive Service Education Program (ASEP), have received their associate degree in automotive technology from Delta.

On the heels of the successful pilot project at Delta, a similar entry-level technician program is completing its first year of classes at Bookhaven College near Dallas.

GM will sponsor additional colleges in offering ASEP curriculum, including one now opening at Triton College in the Chicago area.

Further expansion to other areas in the nation, according to Vorhes, will depend upon dealer interest and participation.

Dealers who have participated in ASEP, Vorhes said, find that their students begin pulling their weight and earning their way in the dealership in their second semester.

Vorhes said GM has a deep commitment to ASEP. This commitment includes pre-training all college instructors at GM Training Centers, furnishing colleges with GM product components and providing the schools with all essential training materials, including training center handout pieces.

The administrative cost of the training program is being paid by GM while dealers are expected to cover incidental costs, such as lodging, travel and allowances.

The program will be pilot-tested during the coming year. Assuming a successful pilot, the expanded program will become permanent on Sept. 1, 1982. At that time, dealers will share the cost of the program with GM through an enrollment fee of $50 per student per day for service technical training.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
July '81 vs. July '80

	1981 July	1981 Yr.	1980 July	1980 Yr.
AMC Spirit	2,167	22,530	3,746	31,909
Concord	3,064	24,739	3,573	30,832
Concord Sta Wgn	925	8,912	1,011	8,826
Eagle 4 WD	364	4,162	932	6,950
Eagle Sta Wgn	1,037	9,507	1,162	9,996
Eagle SX4 4 WD	1,106	11,277		
Pacer			56	559
Pacer Sta Wgn			118	1,264
TOTAL AMC	8,664	81,127	10,598	90,336
Chrysler Le Baron	3,043	24,461	3,338	31,182
Le Baron Sta Wgn	336	4,483	595	4,836
Cordoba	1,901	17,146	3,188	25,464
Newport	208	3,737	975	7,455
New Yorker	335	5,008	1,096	10,742
Imperial	339	3,353		
Total	6,162	58,188	9,192	79,679
Ply. Horizon	9,988	84,956	9,899	73,648
Reliant	11,368	75,436		
Reliant Sta Wgn	4,585	30,149		
Volare	245	6,202	4,811	39,993
Volare Sta Wgn	41	1,305	1,167	9,087
Gran Fury	413	6,047	1,[illegible]6	8,360
Total	26,640	204,095	17,713	131,088
Dodge Omni	8,776	66,086	8,091	60,705
Aries	7,760	57,111		
Aries Sta Wgn	3,251	22,860		
Aspen	245	5,218	4,236	30,031
Aspen Sta Wgn	51	1,213	1,018	6,779
Diplomat	2,152	15,891	1,837	15,064
Diplomat Sta Wgn	142	2,274	316	2,645
Mirada	1,133	9,867	2,060	15,628
St. Regis	285	4,263	1,630	9,884
Total	23,795	184,783	19,188	140,736
Total Chrysler Corp.	56,597	447,066	46,093	351,503
Escort	14,052	108,228		
Escort Sta Wgn	10,078	75,239		
EXP	7,372	23,905		
Pinto	218	8,736	11,145	73,567
Pinto Sta Wgn	53	2,616	2,803	19,949
Fairmont	9,011	86,774	15,202	135,427
Fairmont Sta Wgn	4,221	32,514	6,423	47,276
Granada	6,764	59,950	8,003	46,133
LTD II			229	2,772
LTD	4,398	32,078	8,969	59,696
LTD Crn Victoria	3,530	22,325	2,547	14,995
Ford Sta Wgn	1,664	12,210	2,259	16,769
Mustang	10,607	99,619	19,618	144,833
Thunderbird	4,793	43,298	9,628	87,970
Total	76,761	607,492	87,826	649,387
Lincoln Town Car	1,905	17,024	2,503	18,651
Cont Mark	1,961	18,613	2,580	22,378
Versailles			440	3,563
Total	3,866	35,817	5,523	44,592
Mercury Lynx	4,992	37,843		
Lynx Sta Wgn	2,931	22,110		
LN7	2,863	7,714		
Bobcat	38	2,007	1,802	14,916
Bobcat Sta Wgn	11	463	391	3,253
Zephyr	3,137	28,428	3,844	39,264
Zephyr Sta Wgn	939	8,207	1,645	11,527
'81 Cougar/Monarch	3,684	25,483	2,596	17,022
Marquis	758	4,410	1,287	8,463
Marquis Brougham	1,057	6,748	913	7,267
Grand Marquis	2,025	12,686	1,289	11,425
Marquis Sta Wgn	591	4,170	507	4,654
XR7	2,063	16,818	3,643	37,271
Capri	4,084	30,568	5,332	39,652
Total	29,173	207,655	23,249	194,714
Linc Merc Div. Total	33,039	243,472	28,772	239,306
Total Ford Motor Co.	109,800	850,964	116,598	888,693
Buick Skyhawk			379	4,888
Skylark	14,671	118,327	13,786	96,661
Century	8,767	71,812	10,511	69,114
Regal	15,997	119,669	15,826	104,560
Century Sta Wgn	1,503	10,095	1,512	10,046
Le Sabre	1,857	12,364	2,756	16,427
Le Sabre Limited	3,845	25,201	3,697	29,666
Electra 225	4,277	30,069	4,594	32,988
Buick Sta Wgn	876	6,326	776	6,113
Riviera	3,995	25,942	3,384	22,949
Total	55,788	419,805	57,221	393,412
Cadillac de Ville	7,627	54,836	7,621	58,068
Cimarron	1,523	1,924		
Fleetwood & Chassis	2,313	20,398	2,006	16,731
Eldorado	3,830	28,930	3,697	27,847
Seville	1,497	13,887	2,196	21,232
Total	16,790	119,975	15,520	123,878
Chevrolet Chevette	24,626	226,699	27,658	222,122
Camaro	9,187	63,975	10,313	72,988
Monza	176	15,398	12,552	83,150
Cavalier	4,690	7,437		
Cavalier Sta Wgn	1,864	2,965		
Citation	25,553	186,818	33,009	224,324
Malibu	13,071	99,266	15,975	113,685
Malibu Sta Wgn	5,258	35,377	5,325	37,293
Monte Carlo	12,059	94,694	12,300	92,049
Impala	5,907	35,916	6,514	53,818
Caprice	8,168	53,213	7,582	73,233
Chevrolet Sta Wgn	4,325	26,338	4,029	36,737
Corvette	2,264	18,590	3,059	21,176
Total	117,148	866,686	138,316	1,030,575
Oldsmobile Starfire			275	4,932
Omega	8,523	63,892	7,746	48,552
Cutlass Salon	12,332	100,228	13,482	97,307
Cut. Supr/Calais	21,350	155,985	22,004	145,779
Cutlass Sta Wgn	2,912	19,849	2,880	18,838
Delta 88	985	7,002	1,687	11,874
Delta 88 Royale	12,025	72,047	9,164	64,589
98	5,760	43,734	5,233	37,521
Oldsmobile Sta Wgn	1,602	10,504	1,288	10,952
Toronado	3,009	20,676	2,876	20,817
Total	68,498	493,917	66,635	461,161
Pontiac T1000	6,956	21,662		
Sunbird	313	27,487	10,581	70,912
J2000	5,388	8,235		
J2000 Sta Wgn	929	1,481		
Phoenix	6,007	52,774	8,799	56,106
LeMans	3,731	30,324	3,996	31,261
LeMans Sta Wgn	2,222	13,904	2,160	15,107
Catalina	526	4,217	1,005	8,081
Bonneville	4,404	24,343	4,084	27,854
Bonne. Brougham	3,244	18,717	2,266	20,039
Pontiac Sta Wgn	874	5,270	856	7,598
Grand Prix	10,338	74,859	8,676	63,173
Firebird	4,845	35,448	6,900	54,295
Total	49,777	318,721	49,323	354,426
TOTAL GM CORP.	308,001	2,219,104	327,015	2,363,452
(Checker)	248	1,297	155	1,830
Misc. Domestic	310	1,648	164	2,011
Domestic Station Wagon Total	53,222	370,341	38,249	289,935
Domestic Grand Total	483,372	3,599,909	500,468	3,695,995
Import Total	206,653	1,480,824	215,677	1,471,288
Grand Total All Registrations	690,025	5,080,733	716,145	5,167,283

Registrations for Oklahoma not available.

Industry's mid-month tally is 134,595

Only GM reports a sales increase

By Jenny L. King
Staff Writer

Domestic new-car sales climbed 9.87 percent on a daily-rate basis in mid-September, although total sales were down slightly from last year's modest level and only one of the major manufacturers reported a year-to-year increase.

Sept. 11-20 sales numbered 134,595, down 2.34 percent from 137,813 a year ago. With eight selling days this year, the current rate was 16,824, up 9.87 percent from the 15,313 rate for nine days in 1980. It was the lowest daily average since early-July's 16,052 rate.

General Motors, which had extended its 13.8 percent interest rate program through Sept. 23, reported a sales increase of 3.94 percent (16.93 percent on a daily-rate basis), to 86,291 from 83,017. Chrysler Corp. was up on a daily-rate basis by a modest 2.91 percent, but off 8.53 percent year-to-year. Its sales totaled 11,017 this year compared with 12,044 in 1980.

Ford Motor Co. dealers sold 31,722 new cars, down 11.75 percent from 35,456 (up 0.63 percent daily rate). Volkswagen of America reported sales of 3,465 Rabbit sedans, down 19.34 percent from 4,296 (down 9.22 percent daily rate). Estimated sales for AMC were 2,100 units, down 30.00 percent from 3,000 (down 21.12 percent daily rate).

GM earned 64.11 percent of the mid-month domestic market, up four percentage points from 60.24 a year earlier. Ford slipped to 23.57 percent from 25.73 percent. Chrysler stood at 8.19 percent, compared with 8.73 percent in 1980. It was the corporation's smallest share so far this calendar year, and the first time it has slipped below 10 percent.

VWoA captured 2.57 percent, down from 3.12 percent, and AMC sales accounted for 1.56 percent, down from 2.18 percent.

On a year-to-year basis, five of the U. S. makes were up. Cadillac enjoyed a 75.99-percent increase in sales, climbing to 5,945 from 3,378. Oldsmobile was up 14.67 percent, to 18,342 from 15,995. Plymouth was up 12.17 percent, to 5,244 from 4,675. Buick climbed 10.27 percent, to 16,056 from 14,560, and Dodge rose 7.26 percent, to 5,081 from 4,737.

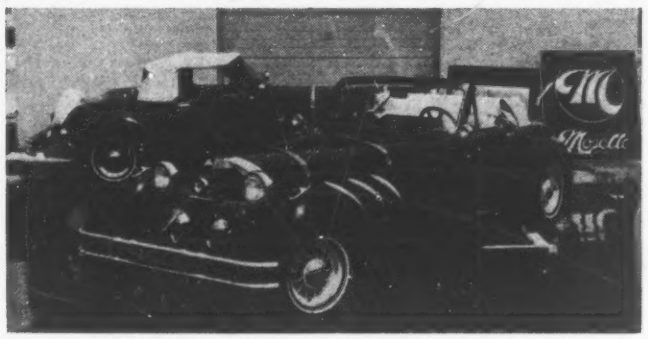
Chrysler was down 76.14 percent, AMC was down 30.00 percent, VWoA was down 19.34 percent, Ford was down 12.56 percent, Chevrolet was down 7.30 percent, Mercury was down 6.47 percent, Pontiac was down 3.98 percent and Lincoln was down 0.80 percent.

Chevrolet Chevette was the top-selling nameplate Sept. 11-20, with sales of 8,605. Second was Oldsmobile Cutlass Supreme at 6,348, followed by Buick Regal at 6,081, Chevrolet Citation at 5,775 and Ford Escort at 4,989.

DOMESTIC SALES

	Sept. 11-20, 1981	Sept. 11-20, 1980
AMERICAN MOTORS	2,100†	3,000†
Chrysler	628	2,632
Imperial	64	.....
Plymouth	5,244	4,675
Dodge	5,081	4,737
CHRYSLER CORP.	11,017	12,044
Ford	21,905	25,051
Mercury	8,333	8,909
Lincoln	1,484	1,496
FORD MOTOR	31,722	35,456
Buick	16,056	14,560
Cadillac	5,945	3,378
Chevrolet	33,060	35,662
Oldsmobile	18,342	15,995
Pontiac	12,888	13,422
GENERAL MOTORS	86,291	83,017
VOLKSWAGEN	3,465	4,296
INDUSTRY TOTAL	134,595	137,813

† Estimate



The last of the first

The last 1981 Moselle sits before its home in Chatsworth, Calif., before delivery to its first owner, in Amarillo, Tex., and the company gears up for its 1982 run. The $34,000 Ford-powered car features metal center section, roll-up windows, rumble seat and personalized options for each customer. Moselle Specialty Cars, Ltd., marked its first anniversary by opening a new Beverly Hills sales showroom.

breaking news

Continued from Page 1

vehicles for the first 30 days after which dealers take them over under the regular floor-plan arrangement. The cars are price leaders, Omni and Horizon Misers and stripped Ks, which Chrysler says it wants in showrooms for display.

AMC paying rebates on '82 Jeeps

SOUTHFIELD, Mich.—All Detroit auto makers are having trouble getting '82 orders from wary dealers, and special merchandising programs are by no means over. American Motors, for example, has started a new Sept. 24-Nov. 25 consumer rebate on '82 Cherokee and Wagoneer ($750) and J-series pickups ($500). Dealers contribute $250 of the $750 and $200 of the $500. In Ohio and Texas rebates are reduced to $500 and $300 because of state laws banning dealer participation.

Ford combines auto assembly, stamping units

DEARBORN. — Ford Motor Co. has combined its Automotive Assembly and Metal Stamping divisions.

William E. Scollard, vice president-body and assembly operations, said the reorganization will enable Ford "to apply greater managerial and technical direction to the achievement of higher product quality in stamping and assembly operations."

"It also will give us a stronger manufacturing technical group to interface with vehicle engineering and design on future programs," he said.

"It provides an atmosphere more conducive to the making of vehicle-oriented decisions; it provides a more efficient organization structure, and it improves our abilities to better develop the key personnel in our quality effort."

The reorganization will be completed by January, 1982.

Roderick M. Sherwood Jr. is the new general manager—body and assembly, reporting to Scollard. He had been general manager of the Automotive Assembly Division. H. A. Nida will be general manager — engineering and operations, for the new division. He had been general manager of the Metal Stamping Division.

A Ford spokesman said no personnel layoffs, retirements or plant closedowns will result from the reorganization.

Mitsubishi wins right to set up own U.S. network

Continued from Page 1

subishi is to supply Chrysler with four-door versions of the Dodge Colt and Plymouth Champ, plus a four-wheel-drive truck.

The terms of the agreement are subject to approval of the Japanese and U. S. governments. In the U. S., Chrysler will need approval from the Department of Justice and the Loan Guarantee Board.

The Loan Board has been kept abreast of negotiations and is expected to approve the plan, a knowledgeable source told Automotive News.

The agreement does not deal with joint production in the U. S. — an on-again, off-again subject of discussion between the makers.

Although Chrysler declined to elaborate on the details of the agreement, sources have indicated Mitsubishi is required to continue to finance its Chrysler-badged vehicles during the transit.

News roundup

AMC recalls 15,500 '82 cars

SOUTHFIELD, Mich.—American Motors is recalling 15,500 of its 1982 Spirit, Concord and Eagle autos with six-cylinder engines to correct an underhood wiring harness routing problem that could result in an electrical short circuit and ensuing component damage. The recall was announced six days before the '82 models officially went on sale. AMC said fewer than 3,000 had been sold to retail customers. Vehicles in dealers' stock will be serviced before being sold, AMC said.

Ford said to seek electronics help from Japan

TOKYO.—Ford Motor Co. has asked Sharp Corp. to develop electronic engine-control systems, according to reports published here. These reports say Sharp has not yet decided whether to accept Ford's request for a wide range of systems. Sharp has no business ties with Japan's major auto makers.

NHTSA endorses belt-up campaign

WASHINGTON.—The Department of Transportation last week endorsed the National Safety Council's "Make It Click" campaign to encourage motorists to use seat belts. "No other traffic-safety measure offers so much lifesaving promise," said NHTSA Chief Raymond A. Peck Jr.

Peugeot ends Argentine deal with Fiat

BUENOS AIRES.—Peugeot is terminating a joint venture with Fiat for auto production in Argentina. Peugeot said it would give up its 50-percent share in Sevel Argentina, but that Peugeots would continue to be made and sold in Argentina under a licensing agreement with Fiat. Peugeot had suffered losses in the joint venture ever since it was set up, less than a year ago.

New cars due from Russia in 1983

LONDON.—Three automobile manufacturers in the Soviet Union plan to launch new cars in 1983 that will be designed to meet standards of the U. S. and the Common Market, according to Automotive Products, a components manufacturer in the UK which has signed a parts agreement with the Russians. AP said the firms involved are Lada, Zaz and Moskvich. The cars to be introduced by Lada reportedly are front-drive models developed by Porsche. The Russians reportedly are negotiating with other component suppliers in the West

Northwood show set for Oct. 16-18

MIDLAND, Mich. — Northwood Institute's 18th annual Automobile, Truck and Automotive Parts Show will be held on the campus here Oct. 16-18. This year's theme is "On the Road Again in '81." The show is organized by Northwood Institute students. More than 450 domestic and imported cars will be displayed. There is no charge for admission.

Ford recalls Mustangs, Capris, Lincolns

DEARBORN.—Ford Motor Co. is recalling 6,700 '81 Ford Mustangs and Mercury Capris to correct front-seatback recliner plates that do not meet prescribed strength capabilities. The plates may become distorted, resulting in disengagement of the recliner mechanism and permitting the seatback to pivot into its recliner position. The cars were built at the Dearborn assembly plant from July 30 to Aug. 7. Ford also is recalling some 600 '82 Lincoln and Mark VI models with automatic headlight dimmers that could malfunction after a short time. Ford said few, if any, of the cars have been delivered to customers.

Toyota, Datsun step up small-truck marketing

LOS ANGELES.—Detroit is in for a real dogfight in the small pickup market where it is launching new entries this year. The Japanese, notably Datsun and Toyota, are stepping up marketing efforts via $10 million ad budgets each for their '82 pickup lines. "From one tough customer to another" is Datsun's new truck theme, backed with 25 percent more TV and print money than last year. Toyota's budget is up about 10 percent. Mazda plans to increase support for its newly redesigned gas and diesel minitruck series. Pickup trucks are not under the same import restriction as cars.

Renault hikes share of Volvo to 15 pct.

PARIS.—Renault has increased its 10-percent interest in AB Volvo to 15 percent, under terms of the original agreement signed in December, 1979.

'82 GMC line emphasizes fuel economy

GMC's line of light, medium and heavy trucks for 1982 is the most comprehensive and fuel-efficient ever offered, according to Robert W. Truxell, the division's general manager.

New to the line are the U. S.-built compact pickup, the first such model in the GMC line; the all-new 6.2-liter light-truck diesel and more fuel-efficient powertrains in medium and heavy trucks.

The 6.2 diesel, a naturally aspirated V-8 with four-cylinder design, is available in two-wheel and four-wheel-drive half, three-quarter and one-ton models except the 4x2 Jimmy and S-15. An optional diesel-equipment package is required.

A four-speed manual overdrive transmission is required on half and three-quarter-ton pickups under 8,500 pounds GVW when equipped with the 6.2 diesel.

A four-speed automatic overdrive transmission is standard on the 4x2 Suburban wagon and optional is the Jimmy, 4x4 Suburban and pickup models under 8,500 pounds GVW.

Optional automatic speed control with the resume feature is now available with both manual and automatic transmissions for Jimmys, Suburbans, pickups, cab/chassis and vans.

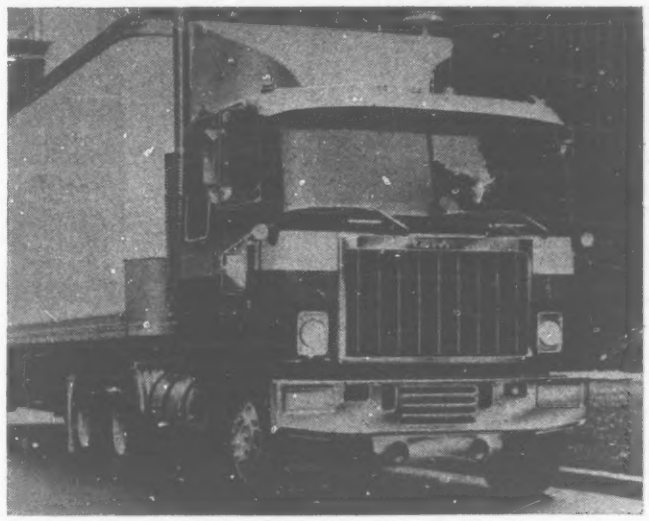
• Use of automatic locking front hubs is extended to one-ton 4x4 models, making the fea-

Continued on Page 41, Col. 1

Mack to cut output to 81 trucks a day

ALLENTOWN, Pa. — Mack Trucks, Inc., plans to cut production from 100 trucks a day to 81 a day, effective Nov. 2. The company attributed the cutback to economic conditions and high interest rates which it said have caused an extended recession in the North American truck market.

The expected improvement in the economy in the last quarter of 1981 is not likely, a spokesman said. The cutback will affect operations in Allentown; Hagerstown, Md., and Oakville, Ont., Canada.



All '82 Astros turbocharged

All diesel engines for 1982 Astro models are turbocharged and most are teamed with aftercooling systems to help increase fuel economy and thermal efficiency.

GMC turning to TV to increase ad reach

By Joseph Bohn
Marketing Editor

PONTIAC, Mich.—GMC Truck & Coach is back in the big time —big-time TV, that is.

The division is going for reach, although it will continue to target against special buying groups like farm, construction and fleet markets.

Generally, though, multi-product-line commercials have replaced a lot of vocational magazine advertising done last year, and TV has cut into both magazine and radio, noted Jim Wenzel, ad manager.

GMC's first commercials, which appeared Sept. 20, call attention to its 75 years as a truck maker. It features old and new trucks, going back to World War I, as well as the '82s.

The message is: "At GMC we've been all about trucks for over 75 years . . . It seems whenever a truck job comes along, there's a GMC dealer with a truck to do it. Big, small and in between size, GMC . . . shouldering the load and keeping an eye on costs . . ."

This commercial introduces the new 6.2-liter diesel and models it's available in.

A full-blown diesel commercial draws specific attention to the engine's cargo and trailer pulling capabilities. Three models, a Jimmy pulling a boat, a Suburban towing an Airstream trailer and a pickup carrying a large outboard motor, are featured.

The commercial focuses on the diesels available in these various models, its design exclusively created for the truck lines and its economy.

"The new light duty GMC diesel trucks. Even when we think small, we think big. At GMC, trucks are what we're all about" ends the commercial, using the familiar tagline.

Overall, TV news shows and NFL Sunday afternoon football on CBS are the prime properties, although a mix of cable TV (ESPN's "Sports Center") and a syndicated TV show, "Backstage at the Grand Old Opry," running in 131 markets, round out the schedule.

The mix is 55 percent TV, 45 percent magazine. Radio and

Continued on Page 41, Col. 1

One size fits all

GMC is getting ad mileage from multi-product-line ads, such as this one, featuring a pickup, Suburban and Jimmy. Fewer vocational magazines are being used, but business, farming, fleet and construction buyers are still being singled out for special print targeting. The new diesel engine gets its own print and TV effort.

New Deutz diesel will be produced at plant in Canada

By Jack Walsh
Truck Editor

MONTREAL. — A new series of diesel engines called the Deutz 610 AirDiesel will be produced in a plant to be built in the Montreal metropolitan area, with initial deliveries planned by mid-1983.

Plans were announced by officials of Klockner - Humboldt-Deutz AG, Cologne, West Germany, and KHD Canada, Inc., a subsidiary which developed the engine and will manufacture them.

Initially, the air-cooled engine will be produced in a V-8 configuration, and will deliver up to 220 HP at 3,200 RPM. Later, V-6 and four-cylinder versions will be offered.

Wilhelm Vossmeyer, KHD Canada research and development vice president, said data from both static and on-road testing indicate that the 610 will consume about 15 percent less fuel than current comparable diesel engines, and about 50 percent of the fuel used by a gasoline engine of comparable power.

"One reason for this economy

Continued on Page 41, Col. 1

truck industry news

All market segments weaker

Registrations of trucks down in July, 7 months

Seven - month registrations of new trucks of all types in the U. S. totaled 1,275,595, according to R. L. Polk & Co., a decline of 16.3 percent from the year-ago 1,524,391 units.

The July total was down 14.7

See Table on Page 38

percent, from 189,680 in 1980 to 222,249.

Registrations for the January-July period and the month were off in all three market segments, with only one of the eight classifications showing an increase over the previous year.

Through July, there were 1,-152,274 light-truck tallies, a decline of 16.1 percent of last year's 1,373,018 units. Imported non-captive light trucks, on the other hand, were down only 0.7 percent, from 177,021 a year ago to 175,717.

Group 3 registrations for the seven months totaled 7,901, an increase of 69.5 percent over the year earlier 4,661.

The Group 1 count, with a big assist from the imports, totaled 634,563, a drop of 6.6 percent from last year's 679,150. Group 2 was down 26 percent to 509,810 units, compared with 689,207 a year ago.

Registrations of medium trucks fell 16.8 percent in the first seven months, from 35,705 units in 1980 to 29,706.

Over the seven-month span, only nine Group 4 trucks were registered in the U. S., a decline of 95.3 percent from last year's 193 units.

Group 5 tallies were off 19.7 percent, from 1,373 units a year ago to 1,102, while the Group 6 count skidded to 28,595 units, a decrease of 16.2 percent from last year's 34,139.

Heavy-truck registrations

Continued on Page 17, Col. 1

International ups lead over Ford in HD registrations

International increased its lead over Ford in heavy-truck registrations by 900 units in July, and its share of total industry tallies for the first seven months was slightly higher than the six-month figure.

In July, 3,780 Group 7 and 8 International vehicles were registered, bringing the seven-month total to 25,308 units. Ford had 2,880 tallies during the month, boosting its year-to-date total to 19,465.

The industry count for the seven months, according to R. L. Polk & Co. statistics, was 93,615, down 19.1 percent from last year's 115,668. The July total of 14,213 units was off 9.5 percent from the year-earlier 15,-699.

Through August, International registrations accounted for

Continued on Page 17, Col. 1

U. S. HEAVY DUTY REGISTRATIONS

Seven months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	7 mos., 1981	Percent Share of '81 market	7 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	24,308	25.97	19,311	16.70	+ 9.27
Ford	19,465	20.79	29,242	25.28	— 4.49
GMC	12,639	13.50	18,336	15.85	— 2.35
Mack	10,238	10.94	12,797	11.06	— 0.12
Chevrolet	6,314	6.74	10,087	8.72	— 1.98
Kenworth	6,214	6.64	7,326	6.33	+ 0.31
Freightliner	5,175	5.53	6,748	5.84	— 0 31
Peterbilt	3,603	3.85	4,406	3.81	+ 0.04
White	1,653	1.76	3,137	2.71	— 0.95
Volvo	909	0.97	429	0.37	+ 0.60
Autocar	734	0.78	987	0.85	— 0.07
Western Star	479	0.52	630	0.55	— 0.03
Diamond Reo	61	0.06	65	0.06	.....
Misc.	1,823	1.95	2,167	1.87	+ 0.08
TOTALS	93,615	100.00	115,668	100.00	.....

★Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; Illinois, July, 1980.

U. S. TRUCK REGISTRATIONS

Seven months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	1981 7 mos.,	Percent Share of '81 market	7 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	409,531	32.11	486,084	31.89	+ 0.22
Chevrolet	387,530	30.38	462,083	30.31	+ 0.07
Dodge	97,619	7.65	140,821	9.24	— 1.59
GMC	94,310	7.39	114,077	7.48	— 0.09
International	35,858	2.81	36,324	2.38	+ 0.43
Jeep	32,000	2.51	49,867	3.26	— 0.75
Mack	10,986	0.86	13,010	0.86	.....
Plymouth*	9,558	0.75	17,582	1.15	— 0.40
Kenworth	6,214	0.49	7,326	0.48	+ 0.01
Freightliner	5,175	0.41	6,748	0.44	— 0.03
Peterbilt	3,603	0.28	4,406	0.29	— 0.01
White	1,653	0.13	3,137	0.21	— 0.08
Volvo	924	0.07	431	0.03	+ 0.04
Autocar	734	0.06	987	0.07	— 0.01
Western Star	479	0.04	630	0.04	.....
Diamond Reo	61	.....	65	.....	.....
Misc.**	179,360	14.06	180,993	11.87	+ 2.19
TOTALS	1,275,595	100.00	1,524,391	100.00	.....

★No registrations for Oklahoma, 1981 and 1980; Illinois, July, 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes Imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

Illinois announces settlement with dealers, ad agency

Dealers to halt phony recalls

CHICAGO.—Seven local dealerships and an advertising agency have agreed to end a misleading campaign which used phony factory recall notices as an ad gimmick, according to Illinois Attorney General Ty Fahner.

Fahner said the agreement also requires each of the dealerships to pay the state $4,000 and the advertising company, $6,000.

The agreement was signed by the ad agency House of Words, Inc., Chicago, and dealerships Al Johnson Cadillac, Tinley Park; Arrow Chevrolet, Midlothian; Highland Park Ford, Highland Park; Keystone Chevrolet, Chicago; Shepard Chevrolet, Lake Bluff; Sondag Chevrolet, Des Plaines, and Sondag Datsun, Schaumburg.

The attorney general said the firms, which have signed assurances of voluntary compliance, used deceptive advertising entitled "Safety Notification" when, in fact, no defect or other safety problems existed.

The attorney general contends the notices violate the Illinois Consumer Fraud and Deceptive Business Practices Act because the advertising is designed to lure customers into dealership repair shops and showrooms under false pretenses.

• The attorney general's investigation was prompted by consumers who questioned the authenticity of the mailings.

Fahner said the investigation revealed that House of Words had contacted the auto dealers regarding the use of the safety notification mailing as an advertising promotion.

The wording of the notices is similar to legitimate factory recall, Fahner said. The notices read:

"SAFETY NOTIFICATION! This is to inform you of (auto dealer's name) safety notification. This notification pertains to the RADIATOR HOSE CLAMPS on (specified make) automobiles produced in 1974 through 1980.

"WE ARE THE ONLY AUTHORIZED CENTER IN YOUR AREA FOR THIS PROGRAM. Please call the Safety/Service Administrator at (auto dealer's name) for your appointment to have your vehicle scheduled for IMMEDIATE inspection. This inspection and repair to the RADIATOR HOSE CLAMPS will be done at no charge to you."

Although the inspection and repair of the clamps were offered at no charge, the attorney general objected to the likelihood of auto dealers soliciting additional repair work and potential sales from consumers under false pretenses.

International ups lead over Ford in HD registrations

Continued from Page 16

25.96 percent of the industry total, up 9.27 percentage points from last year's 16.70 percent on 19,311 tallies.

For the first six months, International's share of the total was 25.55 percent. Ford took 20.89 percent of the January-July count, and 20.79 percent of the seven-month count.

Through August, there were 53,822 Group 8 registrations, a decline of 21.4 percent from last year's 68,508. Group 7 was down 15.6 percent from a year ago, 37,793 versus 47,160.

International was No. 1 in Group 8 registrations with 12,651, compared with 10,079 for second-place Mack. Ford was the leader in Group 7 with 14,525 tallies, and International was No. 2 with 11,657.

Declines posted in registrations of trucks in July

Continued from Page 16

were down 19.1 percent, from 115,668 units in 1980 to 93,615.

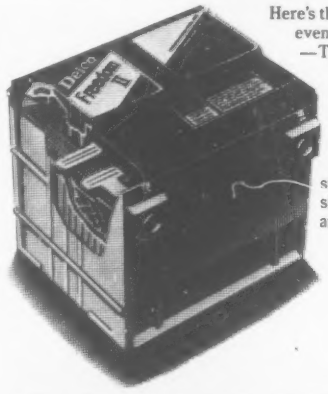
Group 7 tallies through July totaled 39,793, down 15.6 percent from the year-earlier 47,508. The count for Group 8 trucks was 53,822 units, a decline of 21.4 percent from last year's 68,508.

In July, there were 170,924 light-truck registrations, off 15 percent from the year-ago 201,003. But light non-captive imports were up 7.2 percent, from 26,113 in 1980 to 27,996 units.

During the month, there were 4,543 medium-truck registrations, a decline of 16.9 percent from the year-earlier 5,467 units, while the heavies were off 9.5 percent, from 15,699 last year to 14,213.

The miscellaneous group increased its share of total industry registrations for the seven months by 2.19 percentage points. Dodge was the biggest loser in penetration with a decline of 1.59 points.

DELUXE INTERIOR.



Here's the inside story on the battery that's even tougher than the original Freedom —The Delco Freedom II Battery.

A new plate design for ready cranking power and reserve capacity. New grid guards and other features resist road shock and vibration.

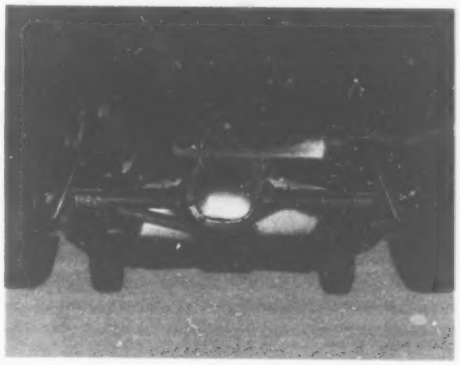
Delco deluxe interiors are standard equipment in a variety of sizes and shapes for passenger cars and light trucks.

Delco Remy

The leader under the hood

Attention Dealers:

Selling the advantages of spin-resistant differentials and automatic locking hubs from Borg-Warner can improve your 1982 dollar volume.



Whether your customers are looking for the ultimate performance package or better traction in sand, mud, and snow, the Borg-Warner spin-resistant differential should be part of your stock units.

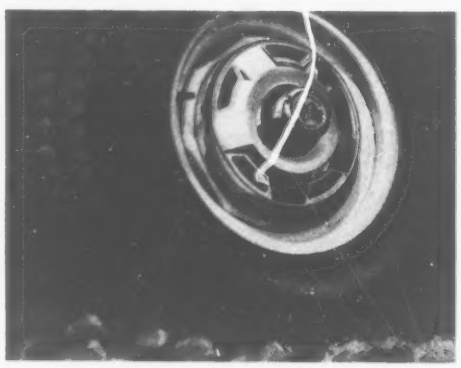
Performance and traction can be improved with no sacrifice in fuel economy by this time-tested option. It's available at low cost on these vehicles:

AMC
- Concord
- Spirit

Ford
- Mustang
- Fairmont
- Granada
- Thunderbird
- Capri
- Zephyr
- Cougar

GM
- Camaro
- Z28
- Firebird
- Trans Am
- El Camino
- Monte Carlo
- Grand Prix
- Regal
- Cutlass Supreme

Chrysler
- Cordoba
- Gran Fury
- New Yorker
- Imperial
- Ram Series Trucks



The powerful performance of 4-wheel drive and fuel-efficiency of free-wheeling 2-wheel drive have never been easier to demonstrate and sell. Now, with vehicles equipped with automatic locking hubs, the driver can shift from 2WD to 4WD and back again automatically without leaving the comfort and security of his vehicle.

It's standard equipment on:

GM
- K10/K15
- K20/K25
- K30/K35
- Blazer
- Jimmy
- Suburban

Chrysler
- Ram Series Trucks
- Trailduster
- Ramcharger

A low cost option on:

Ford
- Bronco
- F150
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Warner Gear

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We'll precision machine and induction harden your parts. Both. We'll save you the added costs, in time and money, of separate suppliers.

Try us. Try our *Total Supplier Responsibility*. See what an experienced (since 1947) machining/hardening facility can do for you. Take advantage of our engineering and metallurgical skills, veteran personnel, sophisticated equipment. We'll prove to you why we are now one of the nation's foremost single-source suppliers of pin-type and other bar stock parts. Call us. The Pinmakers.

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SEVEN MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	July '81	.....	.....	.....	.....	.....	.....	.....	100	100
	July '80	.....	.....	.....	.....	.....	.....	.....	113	113
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	734	734
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	987	987
BROCKWAY	July '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	July '81	27,644	24,224	1,419	.....	48	594	897	94	54,920
	July '80	32,992	31,523	10	.....	101	1,156	1,070	195	67,047
	Year to date '81	207,422	160,684	7,518	.....	507	5,085	5,683	631	387,530
	Year to date '80	222,654	220,085	726	.....	951	7,580	8,211	1,876	462,083
(Memo Units) #	July '81	9,914	7,916	.....	.....	.....	.....	.....	.....	17,830
	July '80	13,533	8,672	.....	.....	.....	.....	.....	.....	22,205
	Year to date '81	80,860	47,890	.....	.....	.....	.....	.....	.....	128,750
	Year to date '80	99,879	63,955	.....	.....	.....	.....	.....	.....	163,834
DIAMOND REO	July '81	.....	.....	.....	.....	.....	.....	.....	3	3
	July '80	.....	.....	.....	.....	.....	.....	.....	5	5
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	61	61
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	65	65
DODGE	July '81	8,258	6,839	41	.....	.....	.....	.....	.....	15,138
	July '80	9,151	10,964	958	43	.....	.....	.....	.....	21,116
	Year to date '81	55,593	41,714	310	2	.....	.....	.....	.....	97,619
	Year to date '80	56,646	80,477	3,511	187	.....	.....	.....	.....	140,821
(Memo Units) #	July '81	4,940	4,176	1	.....	.....	.....	.....	.....	9,117
	July '80	6,090	6,683	63	.....	.....	.....	.....	.....	12,836
	Year to date '81	33,874	23,814	24	.....	.....	.....	.....	.....	57,712
	Year to date '80	38,038	51,460	1,370	.....	.....	.....	.....	.....	90,868
FORD	July '81	19,780	38,631	.....	.....	.....	1,137	2,065	815	60,428
	July '80	21,576	43,158	41	.....	.....	1,798	2,887	1,025	70,485
	Year to date '81	137,285	244,967	.....	.....	.....	7,794	14,525	4,940	409,531
	Year to date '80	148,478	296,071	407	.....	.....	11,886	20,385	8,857	486,084
(Memo Units) #	July '81	6,448	12,440	.....	.....	.....	.....	.....	.....	18,888
	July '80	8,206	13,347	.....	.....	.....	.....	.....	.....	21,553
	Year to date '81	50,893	79,223	.....	.....	.....	.....	.....	.....	130,116
	Year to date '80	61,440	98,060	.....	.....	.....	.....	.....	.....	159,500
FREIGHTLINER	July '81	.....	.....	.....	.....	.....	.....	.....	851	851
	July '80	.....	.....	.....	.....	.....	.....	.....	744	744
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	5,175	5,175
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	6,748	6,748
VOLVO	July '81	.....	.....	.....	.....	.....	.....	73	82	155
	July '80	.....	.....	.....	.....	.....	.....	54	25	79
	Year to date '81	.....	.....	.....	.....	2	13	454	455	924
	Year to date '80	.....	.....	.....	.....	.....	2	363	66	431
GMC	July '81	4,818	6,378	30	.....	200	510	1,035	1,054	14,025
	July '80	5,259	8,160	1	.....	71	644	921	1,368	16,424
	Year to date '81	34,320	43,345	71	.....	587	3,348	6,369	6,270	94,310
	Year to date '80	31,639	58,248	5	.....	407	5,442	8,510	9,826	114,077
(Memo Units) #	July '81	823	2,014	.....	.....	.....	.....	.....	.....	2,837
	July '80	778	2,037	.....	.....	.....	.....	.....	.....	2,815
	Year to date '81	5,345	12,103	.....	.....	.....	.....	.....	.....	17,448
	Year to date '80	5,785	16,060	.....	.....	.....	.....	.....	.....	21,845
INTERNATIONAL	July '81	.....	133	.....	.....	.....	1,686	1,728	2,052	5,599
	July '80	.....	1,665	.....	.....	.....	1,339	1,681	1,895	6,580
	Year to date '81	.....	1,746	.....	.....	.....	9,804	11,657	12,651	35,858
	Year to date '80	.....	9,777	.....	.....	.....	7,236	8,730	10,581	36,324
(Memo Units) #	July '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	July '81	3,771	1,845	.....	.....	.....	.....	.....	.....	5,616
	July '80	4,284	2,895	.....	.....	.....	.....	.....	.....	7,179
	Year to date '81	20,027	11,973	.....	.....	.....	.....	.....	.....	32,000
	Year to date '80	30,779	18,908	.....	.....	.....	.....	.....	.....	49,687
(Memo Units) #	July '81	3,771	1,357	.....	.....	.....	.....	.....	.....	5,128
	July '80	4,284	2,177	.....	.....	.....	.....	.....	.....	6,461
	Year to date '81	20,027	8,790	.....	.....	.....	.....	.....	.....	28,817
	Year to date '80	30,779	14,092	.....	.....	.....	.....	.....	.....	44,871
KENWORTH	July '81	.....	.....	.....	.....	.....	.....	.....	872	872
	July '80	.....	.....	.....	.....	.....	.....	.....	883	883
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	6,214	6,214
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	7,326	7,326
MACK	July '81	.....	.....	.....	.....	.....	116	42	1,340	1,498
	July '80	.....	.....	.....	.....	.....	73	.....	1,488	1,561
	Year to date '81	.....	.....	.....	.....	.....	748	159	10,079	10,986
	Year to date '80	.....	.....	.....	.....	.....	213	.....	12,797	13,010
PETERBILT	July '81	.....	.....	.....	.....	.....	.....	.....	563	563
	July '80	.....	.....	.....	.....	.....	.....	.....	459	459
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	3,603	3,603
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	4,406	4,406
PLYMOUTH	July '81	714	403	.....	.....	.....	.....	.....	.....	1,117
	July '80	1,586	739	.....	.....	.....	.....	.....	.....	2,327
	Year to date '81	6,963	2,595	.....	.....	.....	.....	.....	.....	9,558
	Year to date '80	11,951	5,631	.....	.....	.....	.....	.....	.....	17,582
WESTERN STAR	July '81	.....	.....	.....	.....	.....	.....	.....	52	52
	July '80	.....	.....	.....	.....	.....	.....	.....	102	102
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	479	479
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	630	630
WHITE	July '81	.....	.....	.....	.....	.....	.....	.....	229	229
	July '80	.....	.....	.....	.....	.....	.....	.....	508	508
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	1,653	1,653
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	3,137	3,137
MISCELLANEOUS*	July '81	27,541	455	.....	1	1	250	138	128	28,514
	July '80	26,116	2	1	.....	2	240	97	197	26,637
	Year to date '81	172,953	2,766	2	7	6	1,803	946	877	179,360
	Year to date '80	177,003	10	12	6	15	1,780	961	1,206	180,993
TOTALS	July '81	92,526	76,906	1,490	1	249	4,293	5,976	8,235	189,680
	July '80	100,966	99,106	1,011	43	174	5,250	6,710	8,989	222,249
	Year to date '81	634,563	509,810	7,901	9	1,102	28,595	39,793	53,822	1,275,595
	Year to date '80	679,150	689,207	4,661	193	1,373	34,139	47,160	68,508	1,524,391

★—No Oklahoma registrations, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

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Could total $2.5 billion in 1982, Jensen executive says

Aftermarket stereo rise predicted

SCHILLER PARK, Ill.—Aftermarket sales of car stereo equipment will top $2.2 billion in 1981 and can be expected to exceed $2.5 billion in 1982 if projected industry growth of eight percent to 10 percent can be achieved, according to Pete Fredriksen, vice president and general manager of the Car Audio Division, Jensen Sound Laboratories.

"The pace of growth in the aftermarket car audio business has slowed from the heyday of the mid-'70s, but the base of business has grown to enormous proportions so that a 10 percent sales gain today represents a very healthy dollar increase," Fredriksen said.

"In addition, while there are signs that the industry is moving into the early stages of maturity, consumers are becoming more knowledgeable and sophisticated in terms of quality car audio and this is spurring increases in the average system ticket, which we see moving from a $250-$350 range in 1981 to about $450 and perhaps even $550 won't be unusual in 1982," he said.

Fredriksen projects 1982 aftermarket electronics sales at $1.8 - $1.9 billion, with speaker sales in the aftermarket totaling $500 - $600 million. He said the higher range of the market can be expected to grow faster than the promotional end of the business.

Also, the number of manufacturers in the market will diminish in 1982, particularly in terms of those manufacturers who fail to position themselves properly in terms of targeting the part of the market they're after, according to Fredriksen. "I think retailers will also have to specialize in order to survive," he said. "They no longer can assume everyone in the world is their customer but will have to determine which segment of the market they can best serve and do so accordingly."

• Fredriksen sees no product or technological revolutions in 1982. He said the market will develop in a stable fashion, with a lot of emphasis on quality and reliability of product rather than achieving performance breakthroughs. More digital technology will be incorporated into car stereo electronics with a continuing but gradual proliferation of programmable units versus conventional pushbutton systems, he said.

Further downsizing in the auto industry represented by the "coming" commuter car, a three-cylinder mini from Honda in 1982, will intensify profit pressures on Detroit, he said. This will lead to greater competition from Detroit in the car stereo market.

It is also expected that General Motors and other auto makers will have a commuter car in 1983 or 1984.

"There's no question that Detroit has already found out about the aftermarket car audio business, and they are getting more sophisticated in attacking it," Fredriksen said.

"However, I doubt Detroit will ever catch up with the top brand name suppliers in this business. We can react faster to market trends; we're a lot more flexible—I don't see Detroit really able to profitably offer more than two or three units, but in 1983 and beyond you can expect the to put more and more emphasis on car stereo."

In other areas, Fredriksen expects further solidification the cassette's dominance in car audio, especially in-dash systems and expects to see more manufacturers eliminate eight-track in their lines as that configuration continues to lose favor with consumer buyers.

North American car sales decline again in Canada

New-car and truck sales plunged in Canada during August. It was the eighth consecutive month of depressed sales for North American-built passenger cars and the seventh time in eight months that truck sales declined.

New-car sales totaled 44,834, down 21.74 percent from 57,288 a year earlier. Truck sales collapsed to 15,426 from 22,887, a difference of 32.60 percent.

Of the five major car makers, only Volvo reported a sales gain. Its sales of 762 were up 7.17 percent from 711. General Motors dropped 20.08 percent, to 27,989 from last year's record 35,021.

Ford reported sales of 8,448 new cars, down 21.22 percent from 10.723. Chrysler dropped 28.17 percent, to 6,631 from 9,232. American Motors sales numbered 1,004, down 37.29 percent from 1.601.

GM earned 62.43 percent of the August market, up from 61.13 percent in 1980. Ford sales accounted for 18.84 percent, up from 18.72 percent. Chrysler dropped to 14.79 percent from 16.12 percent. AMC cornered 2.24 percent, down from 2.79 percent, and Volvo crept to 1.70 percent from 1.24 percent.

Car sales through August 31 totaled 457,433, down 12.20 percent from 520,967 last year.

Truck sales, including captive imports, totaled 15,426 in August, down 32.60 percent from 22,887 a year ago.

GM dropped 32.81 percent, to 8,066 from 12,004. Ford truck sales totaled 5,142, down 33.89 percent from 7,778. Chrysler reported sales of 1,916 new trucks, down 27.83 percent from 2,655, and AMC Jeep sales numbered 302, down 32.89 percent from 450 a year earlier.

Truck sales for the first eight months of the calendar year reached 176,526, down 14.83 percent from 207,255.

factories list auction dates

American Motors

Sept. 29—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 30—Central States Auto Auction, Mason City, Ia. (tentative).

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 29—Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

Chrysler sales are limited to Chrysler Corp. dealers.

Used car sales

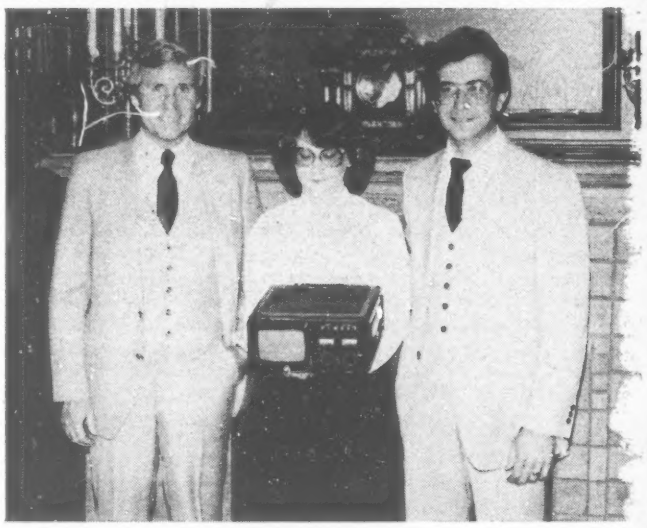
Auction Averages

September	$4,321
Month ago	$4,548
Year ago	$3,545

Model breakdown

Auction Averages

	SEPTEMBER	AUGUST	JULY
1981	$7,548	$8,434	$7,619
1980	5,814	6,130	6,008
1979	5,051	5,122	5,000
1978	3,963	4,031	3,872
1977	3,045	3,160	3,142
1976	2,122	2,413	2,291
1975	1,587	1,567	1,686
1974	1,180	1,248	1,314
Overall AVERAGE	$4,321	$4,548	$4,398



Rolls-Royce cites woman manager

Chris Kelly, center, of Charles Schmitt & Co. (Rolls-Royce), the first woman parts manager in the history of Rolls-Royce, receives a television set and plaque for capturing the Outstanding Parts Performance Award sponsored by Rolls-Royce Motors, Inc., Lyndhurst, N. J. Participating in the presentation are Charles D. Schmitt, left, dealership president, and Sal Antonicci, Rolls-Royce national parts representative. The Schmitt dealership is in St. Louis.

used-car auction directory

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Domestic makers schedule 111,925 cars

Auto production up 7 pct. for week

By Patricia Hoffman
Staff Writer

Domestic auto production showed a slight gain last week from the previous week's output as assembly plants continued their gradual return from changeover/inventory control closings but the total remained below that of the comparable 1980 figure.

Production was targeted last week at 111,925 units, up 7.39 percent above the 104,223 cars completed in the previous week, but a drop of 17.76 percent below the 136,099 in the comparable 1980 week.

Year-to-date output for the auto makers reached 4,927,350 units, a gain of 5.92 percent above the 4,651,925 cars completed in the same period last year.

General Motors' continued to lead the way last week with 56.42 percent of the week's total. Ford Motor followed with 29.42 percent; then Chrysler with 8.76 percent; Volkswagen of America, 3.59 percent; American Motors, 1.79 percent and Checker Motors, 0.02 percent.

VWoA's Westmoreland facility returned last week with '82 production after being idle three weeks for a combination of changeover and inventory control.

Chrysler's Jefferson assembly point also returned last week with production of the '82 Aries, Reliant and LeBaron models. The plant was idle the week of Sept. 14.

GM's Willow Run facility resumed work last week with assembly of '82 Oldsmobile Omegas and Buick Skylarks.

GM's Tarrytown facility, originally scheduled to resume operations today (Sept. 28) with production of '82 models, has extended its downtime until Oct. 5 due to plant construction. The plant was idled Sept. 8 for model changeover.

Also at GM, Doraville returns today with production of '82 models.

According to GM, the Detroit (Cadillac) home plant is planning to cut the assembly line rate from 53 an hour on two shifts to 45 an hour on two shifts in order to balance inventories. The rate adjustment is slated to take place in either late October or early November. An estimated 600 workers will be put on temporary layoff as a result.

Canadian car output drops but truck production climbs

The return of General Motor's Oshawa truck facility helped boost Canadian truck production last week by a substantial 44.21 percent, but the scheduled downtime at Chrysler's Windsor car point dragged Canadian auto output down 11.34 percent below that of the previous week.

Auto production last week was targeted at 12,318 units, down from the 13,894 units completed the previous week, and down 41.91 percent below the 21,204 cars in the comparable 1980 week.

The truck makers estimated production last week at 9,943 units, up substantially from 6,895 trucks in the previous week, but down 17.11 percent below the 11,995 in the comparable week last year.

Year-to-date output for the truck manufacturers was 381,199 units, a gain of 1.78 percent above the 374,528 trucks in the comparable 1980 period.

Chrysler's Windsor car point was idle last week for inventory control. The plant is slated to resume today (Sept. 28).

GM's Oshawa (No. Two) car facility remained down last week for '82 model changeover. The point closed Aug. 6 and is scheduled to resume production Nov. 11.

Ford Motor's St. Thomas car plant will be down for the fifth consecutive week this year. It closed Aug. 31 for inventory control and model changeover.

GM's Oshawa truck facility resumed last week after being idle a week due to a material shortage.

Downtime is slated this week at Ford's Oakville and Chrysler's Windsor truck points. Both plants closed today for inventory adjustments and are slated to resume operations Oct. 5.

American Motors' Brampton car facility will begin operation of a second shift on Oct. 19, as a result of increased demand for the Concord compacts and Eagle four-wheel-drive station wagons being built at the plant.

With the addition of the second shift, production will be increased to 192 vehicles a day from 120, with an output of 96 cars on each of the two shifts. The new shift will also add an additional 500 workers to the current work force of 900 at the Brampton facility.

Week's truck output rises as Volkswagen resumes

Despite continued downtime at several truck plants last week, the return of Volkswagen of America's Westmoreland point helped boost U. S. truck production slightly from the previous week's total.

The truck manufacturers targeted production last week at 29,703 units, a gain of 3.33 percent from 28,746 trucks in the previous week, but a drop of 7.53 percent below the 31,941 in the comparable 1980 week.

So far this year, the truck makers have assembled 1,252,439 units, up 12.31 percent above the 1,115,174 trucks in the same period last year.

Downtime was scheduled last week at General Motors' St. Louis and Janesville facilities due to a parts shortage.

Also down last week was GM Flint, idle for inventory control.

GMC's Pontiac (truck and coach) plant, idle since Sept. 7 for inventory adjustments, resumes production today (Sept. 28).

Chrysler scheduled downtime last week at its Warren truck plant. The plant, which was down for inventory control, is slated to resume today.

VWoA's Westmoreland plant resumed production last week after being idle since Aug. 28 for inventory control and model changeover.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
CHEVROLET	6,060	9,253	5,326	20,381	322,770	357,476
DODGE/PLYMOUTH	.....	3,100	.....	3,392	99,618	68,974
FORD	16,282	11,228	16,441	55,206	399,587	482,476
GMC	1,906	3,783	2,022	8,538	116,183	126,998
INTERNATIONAL	1,325	1,385	1,507	5,307	47,297	55,503
MACK	680	166	.....	680	20,349	31,718
JEEP	.....	255	.....	.....	17,468	.....
AMC CORP.	2,000*	1,905*	2,000*	7,600*	57,075*	76,188*
VOLKSWAGEN	50*	238*	50*	190*	5,674*	2,986*
MISCELLANEOUS	1,400*	628*	1,400*	5,320*	29,153	50,120*
Total Trucks, U. S.	29,703	31,941	28,746	106,614	1,115,174	1,252,439

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
CHRYSLER CORP.	2,000	1,600	2,044	7,238	35,844	62,706
FORD MOTOR	3,273	4,056	3,145	10,994	135,024	110,476
GENERAL MOTORS	4,410	6,020	1,441	12,880	177,565	199,347
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	260	295	265	949	12,812	8,670
MACK	.....	24	.....	.....	1,639	.....
Total Trucks, Canada	9,943	11,995	6,895	32,061	374,528	381,199
N. American Trucks	39,646	43,936	35,641	138,675	1,489,702	1,633,638

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

Clarion opens N.Y. warehouse

LAWNDALE, Calif.—Clarion Corp. of America has opened a new distribution center in Central Long Island to serve the warehousing and ordering needs of car stereo dealers and distributors in 14 Eastern states.

The 47,000-square-foot facility is in Ronkonkama, N. Y. Clarion said it will cut the current 10-days-to-two-weeks delivery schedule from its California headquarters to overnight-to-two-day delivery for Eastern dealers and distributors.

The new facility will service Maine, Vermont, New Hampshire, Connecticut, Rhode Island, Massachusetts, New York, New Jersey, Delaware, Pennsylvania, Maryland, Ohio, Virginia and West Virginia, plus Washington, D. C.

U. S. CAR PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
AMERICAN MOTORS	2,000*	3,571*	2,000*	7,600*	128,368*	97,572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,800	14,650	11,843	46,620	435,674	592,346
Plymouth Total	4,500	7,250	5,327	23,728	199,036	306,944
Horizon	.....	3,350	3,015	8,108	118,730	117,884
Reliant	4,500	3,800	2,312	15,620	10,434	179,473
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	100	.....	.....	4,821	2,139
Gran Fury	.....	.....	.....	.....	13,311	7,448
Chrysler Total	1,100	1,350	877	2,330	57,264	24,428
LeBaron	1,100	1,350	877	2,330	45,748	19,566
Chrysler	.....	.....	.....	.....	11,516	4,862
Dodge Total	4,200	6,050	5,639	20,562	179,374	260,974
Omni	.....	2,750	2,865	7,180	101,348	102,064
Aspen	.....	.....	.....	.....	36,899	.....
Aries	3,400	2,600	2,164	11,655	8,098	140,857
Diplomat	.....	700	.....	.....	22,305	12,644
Dodge 400	800	.....	610	1,727	.....	1,727
St. Regis	.....	.....	.....	.....	10,724	3,682
FORD MOTOR	32,932	32,404	30,466	111,986	916,707	1,048,109
Ford Division	22,498	21,997	21,289	76,826	660,607	715,874
Escort	9,567	4,971	9,016	33,955	19,269	276,137
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,762	2,798	3,910	13,637	167,995	147,375
Must./Must. II	4,413	5,405	4,440	12,045	181,663	124,459
Granada	3,794	3,658	3,923	13,470	66,437	74,410
Thunderbird	962	3,062	.....	3,719	90,446	52,607
Ford	.....	2,103	.....	.....	66,618	40,886
L-M Division	10,434	10,407	9,177	35,160	256,100	332,235
Mercury Total	8,887	8,763	7,769	30,427	223,894	288,066
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	3,140	1,698	3,074	10,928	5,18	95,168
Capri	1,008	1,651	944	3,032	54,154	41,787
Zephyr	851	1,058	719	2,995	54,880	43,561
Cougar/Monarch	1,457	.....	1,290	4,935	16,409	35,010
XR-7	622	3,067	.....	2,588	41,369	25,072
EXP	104	.....	68	233	.....	233
Mercury	1,610	1,289	1,639	5,548	38,455	47,067
LN7	95	.....	35	168	.....	168
Lincoln Total	1,547	1,644	1,408	4,733	32,206	44,169
Continental ('82)	727	.....	614	1,822	.....	2,328
Lincoln	440	690	422	1,520	13,353	20,496
Mark VI	380	954	372	1,411	16,992	21,345
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	63,148	84,213	59,889	234,758	3,025,582	3,061,921
Buick Division	12,861	15,816	10,917	60,380	579,342	677,341
Skylark	1,777	3,740	.....	20,818	164,274	211,053
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	.....	3,587	.....	.....	125,053	86,881
Regal	5,480	4,524	5,469	19,916	150,673	189,857
Buick	4,048	3,045	4,013	14,536	107,961	126,975
Riviera	1,556	920	1,435	5,110	31,381	51,637
Cadillac Division	7,200	4,385	6,439	21,275	144,001	198,386
Cimarron	1,000	.....	1,000	3,619	.....	17,022
Seville	625	960	582	2,034	25,104	18,267
Eldorado	1,341	1,305	1,240	4,389	38,466	45,151
Cadillac	4,234	2,120	3,617	11,233	80,431	117,946
Chevrolet Division	21,675	36,993	21,657	76,623	1,310,534	1,133,522
Chevette	6,865	9,030	6,949	24,618	349,695	266,208
Cavalier	4,245	.....	4,122	15,189	.....	78,586
Monza ('80)	.....	2,780	.....	.....	126,427	.....
Camaro	.....	2,623	.....	.....	91,876	87,694
Citation	.....	8,804	.....	4,398	344,913	255,934
Malibu	3,130	6,686	3,156	10,348	196,603	180,657
Monte Carlo	2,010	3,870	2,015	8,036	79,971	106,576
Chevrolet	4,800	2,400	4,805	12,310	88,263	134,900
Corvette	625	800	610	1,724	32,786	22,967
Oldsmobile Division	12,952	13,950	12,143	43,918	562,016	653,612
Omega	1,423	1,905	.....	1,423	86,396	110,700
Cutlass	4,800	6,393	4,780	17,263	280,966	302,981
Oldsmobile	5,772	5,157	6,527	22,112	167,537	206,589
Toronado	957	495	836	3,120	27,117	33,342
Pontiac Division	8,460	13,069	8,733	32,562	429,689	399,060
Acadian†	30	250	32	822	16,139	16,188
J2000	2,755	.....	2,775	9,721	.....	53,930
Sunbird ('80)	.....	3,620	.....	.....	110,109	.....
T1000	2,395	.....	2,575	8,894	.....	66,862
Firebird	.....	1,458	.....	.....	59,044	43,468
Phoenix	.....	2,635	.....	1,338	105,858	81,812
Grand Prix	1,640	2,555	1,673	5,884	50,978	76,724
Bonneville G ('82)	1,640	.....	1,676	5,903	.....	7,985
LeMans	.....	1,616	.....	.....	43,570	42,027
Pontiac	.....	925	.....	.....	43,991	10,064
VOLKSWAGEN	4,020	1,1[illegible]	.....	4,020	143,343	125,833
CHECKER	25*	87*	25*	70*	2,251*	1,569*
Total Cars, U. S.	111,925	136,099	104,223	405,054	4,651,925	4,927,350

CANADIAN CAR PRODUCTION

	Week Ended Sept. 26, 1981	Week Ended Sept. 27, 1980	Week Ended Sept. 19, 1981	Sept. to Date	Jan. 1 to Sept. 27, 1980	Jan. 1 to Sept. 26, 1981
AMERICAN MOTORS	840	.....	849	2,821	.....	25,299
CHRYSLER CORP.	.....	2,400	2,654	7,022	53,403	44,302
FORD MOTOR	2,437	6,256	2,397	8,697	190,019	164,990
GENERAL MOTORS	8,816	12,368	7,769	25,792	360,794	369,652
VOLVO	225	180	225	801	7,343	7,626
Total Cars, Canada	12,318	21,204	13,894	45,133	611,559	611,869
N. American Cars	124,243	157,303	118,117	450,187	5,263,484	5,539,219
N. American Trucks	39,646	43,936	35,641	138,675	1,489,702	1,633,638
North American Cars and Trucks	163,889	201,239	153,758	588,862	6,753,186	7,172,857

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.